



SUMMIT COUNTY TOURISM PROFILE

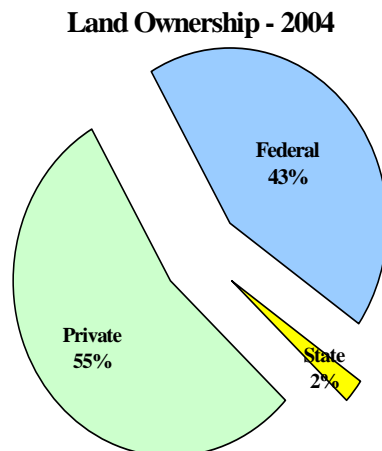
County Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	State Ranking
DEMOGRAPHIC									
Population	27,970	29,004	29,736	30,957	31,279	32,236	34,073	5.7%	10
Total Non-Ag Employment	14,337	14,558	15,221	15,897		16,421	16,418	0.0%	8
Non-Ag Avg Monthly Wage	\$1,933	\$1,996	\$2,143	\$2,225		\$2,229	\$2,210	-0.9%	11
Per Capita Income	\$37,189	\$37,846	\$39,702	\$42,102	\$45,247	\$45,121	\$45,427	0.7%	1
Unemployment Rate	4.5%	4.9%	4.1%	5.8%		8.8%	7.8%	-1.0%	23
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$307.7	\$316.1	\$332.3	\$332.9	\$358.8	\$494.8	\$461.2	-6.8%	3
Travel & Tourism Related Employment	5,695	5,924	6,290	6,622	6,975	7,188	7,117	-1.0%	4
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$6,401.0	\$6,575.0	\$6,911.0	\$6,925.0	\$6,238.0	\$10,358.0	\$9,655.1	-6.8%	3
Gross Taxable Room Rents	\$88,876	\$90,605	\$98,626	\$107,200		\$114,112	\$109,380	-4.1%	2
Transient Room Tax	\$2,666.3	\$2,718.1	\$2,958.8	\$3,216.0		\$3,423.4	\$3,281.4	-4.1%	2
Restaurant Tax	\$784.9	\$809.1	\$905.1	\$961.8		\$1,065.1	\$1,025.6	-3.7%	6
Car Rental Tax	--	--	--	--		--	--	--	--
Gross Taxable Retail Sales (millions)	\$631.3	\$685.9	\$742.9	\$830.1		\$862.2	\$854.7	-0.9%	7
REGIONAL VISITATION COUNTS									
I-80 UT/WY Traffic Count	4,374,525	4,731,130	4,861,800	5,082,625		5,238,845	4,533,665	-13.5%	
Echo Welcome Center	256,294	218,380	218,395	174,956		174,461	163,331	-6.4%	
S.L. Int'l. Airport Passengers	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	18,466,756	-1.0%	
Skier Days at Utah Resorts	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	3,386,141	7.8%	
Wasatch Mountain S.P.	880,669	896,917	930,152	923,988		1,215,511	799,617	-34.2%	
Deer Creek S.P.	153,055	197,547	253,523	291,124		188,550	176,975	-6.1%	
Jordanella S.P. (2 Locations)	310,648	342,200	262,010	192,005		168,113	112,169	-33.3%	
Rockport S.P.	210,015	245,406	152,605	117,505		89,497	159,570	78.3%	
East Canyon S.P.	83,322	87,769	99,617	105,737		102,040	71,101	-30.3%	

r = revised

Land Ownership - 2004		% Total
Total Acres in County	1,197,985	100.0%
Federal Government	516,380	43.1%
BLM	1,482	0.1%
US Forest Service	353,864	29.5%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	161,034	13.4%
Other*	--	--
State Government	27,105	2.3%
Utah State Parks & Recreation	768	0.1%
Utah State Wildlife Reserves	17,039	1.4%
State Trust Lands	9,298	0.8%
American Indian	--	--
Private**	654,500	54.6%

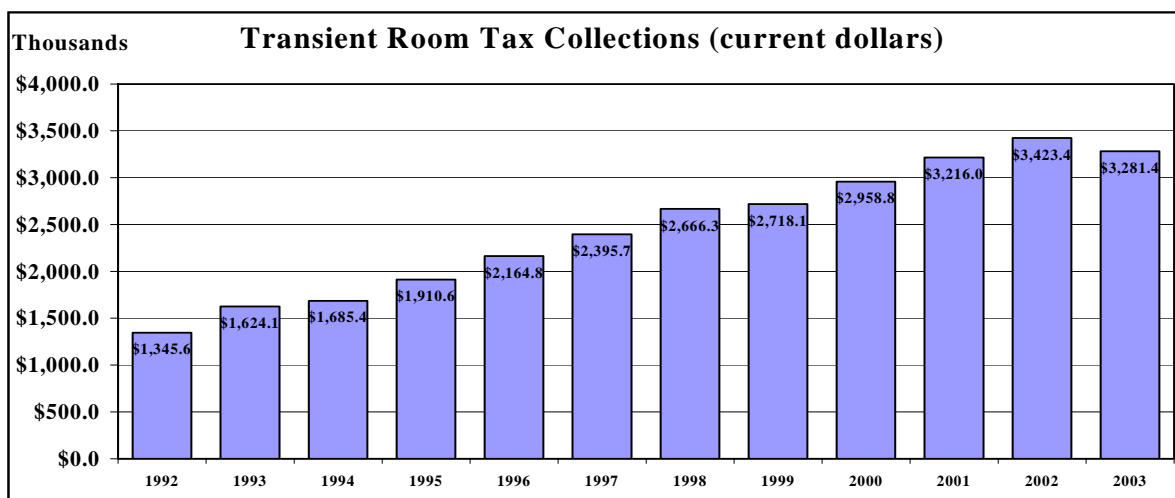
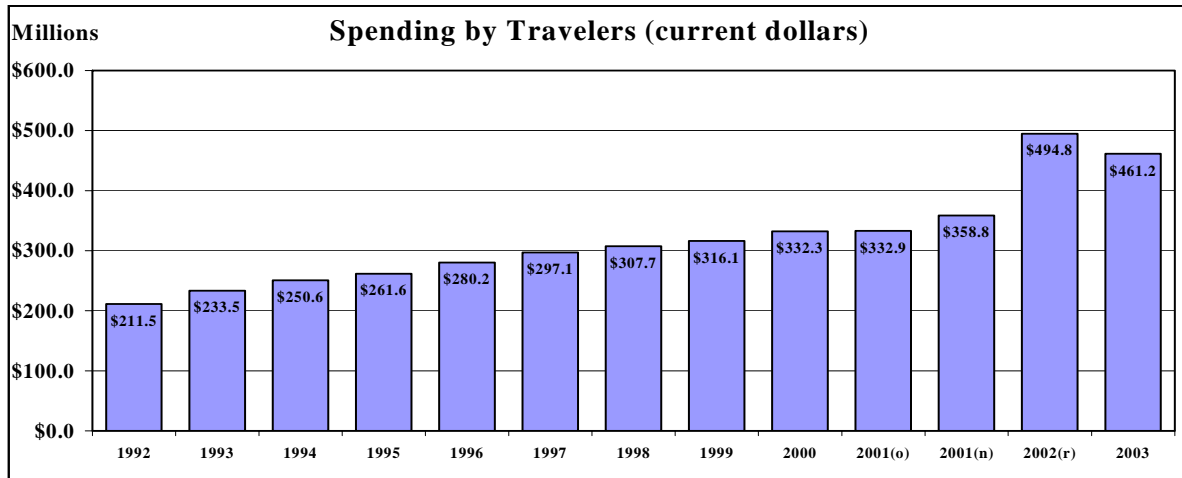
*Includes Military and Bankhead Jones land

**May include some local government land



Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

Summit County Tourism Profile



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